Centreville Bank

Progress on Purpose

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Centreville Bank®

BRAND GUIDELINES

INTRODUCTION

As a mutual bank, we keep our priorities local, share our time and talent, and invest in the neighbors and local businesses around us. We do this because we know a positive community impact is the best return on our investment.

Since 1828, we've been offering support, encouragement, and the tools to make dreams tangible. We all need a partner who can help us make progress toward our goals, keeping purpose at the center of everything good to come.

Serving our community is our purpose.
And it's the fuel behind our progress.

PROMISE

We promise to make our customers' purpose our priority, doing whatever it takes to help them make progress toward their goals.

MISSION

We are a top-performing community bank focused on relationships through personalized expert services.

VISION

We aspire to be the community bank of choice for our employees, customers and our community to achieve financial success.

We believe in doing what we say we'll do.

Keeping our promises
as we move forward.
Breaking new ground
and widening our reach.
Not because we want to get bigger
but because we want to be *even better*.

We're determined to keep growing
with intention and *purpose*;
driven by our values and our mission
to make a lasting positive impact
on generations of customers,
team members, and neighbors
in our community and beyond.

People inspire us to do great things.
That's what purpose can do.

Centreville Bank
Progress on Purpose

Logo

Logo Components

The Centreville Bank logo should always be reproduced as a complete unit, comprised of the logo mark and logotype, with a consistent position and color set.
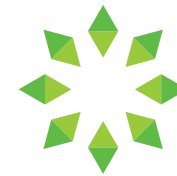
LOGO MARK (STARBURST)

LOGOTYPE

TAGLINE (OPTIONAL)

Logo

Logo Minimum Clear Space

The safe area around the perimeter of the logo shall be equal to or greater than the cap height of the letter "C" in the word "Centreville" within the logo (see example). This rule applies to all versions of the logo.

LOGO CLEAR SPACE IS
BASED ON THE CAP HEIGHT
OF THE LETTER "C" IN THE
WORD "CENTREVILLE" IN
THE LOGOTYPE

Logo

Logo Reproduction Size

The Centreville Bank logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced too small in print and digital mediums, it is no longer legible and its impact is diminished.

There are minimum reproduction rules for three styles of logos in this family of logos:
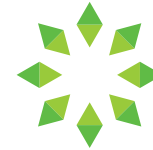
NOTE: THE "TITLE" WIDTH IS THE WIDTH OF THE WORDS "CENTREVILLE BANK." ALSO KNOWN AS THE LOGOTYPE.

Title is underneath the logo mark – in *vertical orientation*, if the logo has the *tagline included*, it must never be reproduced with the "title" width being smaller than 1 and 1/2 inch (1.5") wide or 110 pixels wide. If the logo *does not include the tagline,* the "title" width must not be smaller than 1 inch (1") or 72 pixels wide.

Title is to the side of the logo mark - In *horizontal orientation*, if the logo has the *tagline included*, it must never be reproduced with the "title" width being smaller than 1 and 1/2 inch (1.5") wide or 110 pixels wide. If the logo *does not include the tagline,* the "title" width must not be smaller than 1 inch (1") or 72 pixels wide.

The smallest isolated logo mark should be 1/4" tall or 25 pixels tall.
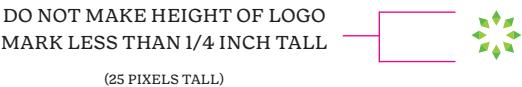
DO NOT MAKE HEIGHT OF LOGO MARK LESS THAN 1/4 INCH TALL

(25 PIXELS TALL)

TITLE IS UNDERNEATH THE LOGO MARK

WITH TAGLINE

Centreville Bank®
Progress on Purpose

DO NOT MAKE WIDTH OF TITLE LESS THAN 1 1/2 INCH WIDE

(110 PIXELS WIDE)

WITHOUT TAGLINE

Centreville Bank®

DO NOT MAKE WIDTH OF TITLE LESS THAN 1 INCH WIDE

(72 PIXELS WIDE)

TITLE IS TO THE SIDE OF THE LOGO MARK

WITH TAGLINE

Centreville Bank®
Progress on Purpose

DO NOT MAKE WIDTH OF TITLE LESS THAN 1 1/2 INCH WIDE

(110 PIXELS WIDE)

WITHOUT TAGLINE

Centreville Bank®

DO NOT MAKE WIDTH OF TITLE LESS THAN 1 INCH WIDE

(72 PIXELS WIDE)

Logo

Logo Configurations: Acceptable Use

Logo

Logo Configurations: Unacceptable Use

The logo elements, including the tagline, shall not be positioned or configured in any other manner than shown on the Acceptable Use page. Properly configured logos can be found on page 8.

Logo

Logo Color Formats: Acceptable Use

The logo may only be used in the color formats shown here. The marketing department may use additional treatments for apparel and other specialty items; however, employees and third-party individuals may only use the treatments shown below unless directly instructed or authorized by the marketing department.

Logo

Logo Color Formats: Unacceptable Use

The logo shall at no time be used in any color formats other than what's specified in the Acceptable Use section of this guide. Properly colored formats can be found on page 10.

AVOID LOW CONTRAST
COLOR SETTINGS

Logo

Logo Guidelines

- May not be altered or embellished in any way.
- May not be used as part of—or combined with—a larger mark, title or graphic.
- May not be overprinted on any graphic element that is perceived to dilute the impact or readability of the logo.
- Logotype may not be screened to any tints or colors.
- Can be used separately from the tagline.
- Should not be used in any other font, official logos should always be used.

Logo

Logo: How To Use The Tagline

Use of the tagline as part of the logo is preferred, unless the context dictates that the tagline should not be used or the size of the tagline renders it illegible. Consult with the marketing department when uncertain which version of the logo and tagline is appropriate.

Logo

Logo: Acceptable Alternative Lockups

There are some alternate statements that can be used in place of the tagline in the logo lockup. These include approved sub-brands and special, approved themes. Consult with the marketing department when uncertain which version of the logo and tagline is appropriate.

Centreville Bank.
Employer of Choice

Centreville Bank.
Charitable Foundation

Logo

Logo: Co-branding

All logo Centreville Bank lockups that are approved for use on page 9 "Logo Configurations: Acceptable Use" are also approved for use in co-branding situations where the Centreville Bank logo is displayed in relationship to another brand's logo. Our approved device to indicate a co-branding situation is a vertical rule that is assigned a brand color. The thickness and height of the rule should remain proportional to the scale of the logos as they are applied in different scenarios. The height of the rule should always be one "diamond" higher or lower than the vertical extremes of the Centreville Bank logo lockup that is being used. The rule should have, at minimum, the width of the capital letter "C" in the word Centreville to either side of the rule. The space to either side of the rule should be the same. If the application of the logos is being provided by Centreville Bank, the Centreville Bank logo should come first in the co-branding setup. The only exception to this would be if the "Stacked_Left" version of the logo is used, in which case the logo would be placed on the right hand side of the cobranding combination.

highest point of logo

"C" width

lowest point of logo

diamond height

Logo

Logo: further Co-branding examples

Here are additional examples of co-branding setups.

Color Palette

Primary

CMYK Swatches	Centre Original Blue	Centre Original Green	Centre Spring Green	Expanse Blue	Progress Green	Light Coffee Milk
Pantone	662	368	3507	296	340	663
CMYK	100 87 0 20	65 0 100 0	45 0 100 0	96 75 46 44	78 6 69 0	4 4 11 0
RGB	0 26 112	120 190 32	153 201 61	14 50 74	29 172 123	243 238 224
Hex	001A70	78BE20	99C93D	0E324A	1DAC7B	F2EEE0

Secondary

	Magic Sky	Cottage Red	Fancy Denim	Daybreak	Asphalt
Pantone	2232	4062	2183	606	Cool Gray 11
CMYK	50 0 25 0	18 84 99 8	77 14 16 14	16 13 100 0	30 22 17 57
RGB	123 205 200	191 74 39	0 147 176	222 203 34	95 99 106
Hex	7BCDC8	BF4A27	0093B0	DECB22	5F636A

Tints

100
80
60
40
20

Centreville Bank®

BRAND GUIDELINES

Wall Paint Color Swatches

Wall paints are purchased from Benjamin Moore to be used in our branched and other physical environments. Rules concerning the application of these colors are found on the next page. The following color assignments are to be used:

Centre Original Blue
will be represented by
using Benjamin Moore
Custom formula
(0, 26, 112)

Centre Original Green
will be represented by
using Benjamin Moore
Sullivan Green

Expanse Blue
will be represented by
using Benjamin Moore
Custom formula
T5374x
S1 6x 24.0000
W1 1x16.0000
M1 1x 6.0000
B1 2x 28.0000

Progress Green
will be represented by
using Benjamin Moore
Custom formula
(29, 172, 123)

Light Coffee Milk
will be represented by
using Benjamin Moore
Old Prairie   OC-42

Magic Sky
will be represented by
using Benjamin Moore
Peacock Blue

Cottage Red
will be represented by
using Benjamin Moore
Sangria

Fancy Denim
will be represented by
using Benjamin Moore
Custom formula
(0, 147, 176)

Daybreak
will be represented by
using Benjamin Moore
Citron

Asphalt
will be represented by
using Benjamin Moore
Custom formula
(95, 99, 106)

Wall Paint Color Rules

When applying color to the interior walls of our branches, or other locations, please follow the principles listed below.

Retail and customer-centric areas

- The colors applied in these areas should be restricted to the following brand colors

  - Expanse Blue
  - Light Coffee Milk
  - Centre Original Green (use rarely, due to this color being present in the logo and we want the attention that this color pulls in to be drawing a consumer's eyes to the logo first)

All other areas (headquarters, interior departments, etc.)

- Any color in the brand color palette can technically be used in these areas, however the following suggestions are important:

  - The result, that Centreville Bank wants to avoid, is a "many colors" aesthetic where there is no intuitive understanding of what the core brand colors are. We do NOT want the interior to look like a children's museum, but rather a simple and sophisticated application of color where the result is absolute understanding of what our core brand colors are.
  - It is adviseable that the core of overall color that is applied remains the "Light Coffee Milk" and "Expanse Blue"

Business line color assignments

Specific brand color combinations are assigned to specific lines of business for Centreville Bank. The following color assignments are to be used:

Core Branding Color Combinations

Retail Deposits Color Combinations

Mortgage Color Combinations

Business Color Combinations

Cross-Sell Color Combinations

Cottage Red and Daybreak should be reserved for callout requirements and emergency promotion (ie. website buttons or weather closings, callout language in a color-heavy digital setting, etc.)

Typography

Typography: Fonts For Design Use

Typography and its consistent use is a fundamental way to create an effective brand experience for Centreville Bank. The Centreville Bank brand and any sub-brands use the same typefaces for core purposes. If you are required to use these typefaces on behalf of Centreville Bank, you can purchase licensed versions of the following:

Forrest Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Galano Grotesque Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

If you have questions about a specific layout or project, please contact marketing for review before completion.

Forrest

Forrest is a broad type family that allows for great flexibility of use. Forrest is one of our core fonts and can be used for most purposes: headlines, introductory copy, body copy, callouts as well as captions, etc.

Oblique or Italic versions of these weights are approved for use.

FORREST
LIGHT
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqurstuvwxyz
0123456789

FORREST
LIGHT ITALIC
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqurstuvwxyz
0123456789

FORREST
REGULAR
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqurstuvwxyz
0123456789

FORREST
REGULAR ITALIC
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqurstuvwxyz
0123456789

FORREST
MEDIUM
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqurstuvwxyz
0123456789

FORREST
MEDIUM ITALIC
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqurstuvwxyz
0123456789

FORREST
BOLD
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqurstuvwxyz
0123456789

FORREST
BOLD ITALIC
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqurstuvwxyz
0123456789

FORREST
HEAVY
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqurstuvwxyz
0123456789

FORREST
HEAVY ITALIC
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqurstuvwxyz
0123456789

Galano Grotesque Alt

GALANO GROTESQUE ALT is a simple set of fonts that creates readability and approachability across the brand. Galano Grotesque Alt can be used for most purposes: headlines, sub-headlines, body copy, callouts as well as captions, etc.

GALANO GROTESQUE ALT is available in the following weights:

Thin	**SemiBold**
Thin Italic	*Semibold Italic*
ExtraLight	**Bold**
ExtraLight Italic	***Bold Italic***
Light	**ExtraBold**
Light Italic	***ExtraBold Italic***
Regular	**Heavy**
Italic	***Heavy Italic***
Medium	**Black**
Medium Italic	***Black Italic***

GALANO GROTESQUE ALT
LIGHT
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqurstuvwxyz
0123456789

GALANO GROTESQUE ALT
REGULAR
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqurstuvwxyz
0123456789

**GALANO GROTESQUE ALT
BOLD
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqurstuvwxyz
0123456789**

**GALANO GROTESQUE ALT
BLACK
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqurstuvwxyz
0123456789**

Typography

Typography: Fonts for Web Use and General Correspondence

All Web communication and standard forms of communication such as email and printed letters use two primary typefaces.

Cambria
Serif font used in digital applications where Forrest is not available or functional.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Arial
Sans serif font used in digital applications where Galano Grotesque Alt is not available or functional.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Brand Voice

Brand Voice

To maintain consistency in the Centreville Bank brand, we must look to our written and verbal messaging as well as our visual identity. The tone of our voice, the words we choose, and the style with which we communicate all contribute to our brand voice.

At Centreville Bank, we are focused on doing the right thing for our customers and our communities—and going above and beyond to serve them. We're friendly, kind, caring, neighborly, and highly responsive to other people's needs. Our messaging should be reflective of who we are.

Our brand traits:
- Community-Oriented
- Friendly
- Approachable
- Flexible
- Growing
- Caring
- Reserved
- Generous
- Stable

Whether in-person or through written messaging, we want our customers to feel heard, understood, and cared for when engaging with our bank—similar to how you'd want a neighbor, friend, or even family member to feel when engaging with you. We want our values to shine through every interaction.

(continued)

Brand Voice

Who we are/who we aren't

Our Brand Voice is positive, encouraging, real and genuine.

- We're capable and confident, not cocky.
- We're fast, not careless.
- We're informative without over-explaining or being too technical.
- We speak with our customers, not over their heads.
- We encourage, without pushing a product.
- We care about our customers as people, not numbers.
- We're always looking for ways to solve challenges and create solutions; it's a privilege, not a burden.

(continued)

Brand Voice

Our choice of words

Our word choice is intentional. We lean into simplicity, thoughtfulness, and possibility. Our messaging is heart-driven, because we focus on the relationship—not the transaction. We care about the people we serve, so our focus is to provide solutions that help them live better.

Some examples of how our word choice captures this sentiment and reflects the brand:

Personal:
"What does it look like when your bank account has purpose?"

"When your money is easy to manage, you're more likely to make progress with your financial goals."

"You're always growing and improving. Your finances should too."

"With a commitment to saving—and the right tools in place to get it done—you can make great progress toward your goals while staying focused on your purpose. We're here to support you and guide you along the way."

"We're always looking for ways to serve you better, save you time, and help you become financially stronger."

"Whatever you need to succeed, look for it here."

"You don't have to pack a lunch to deposit a check."

Mortgage:
When it's time to buy a home, you need more than just a lender. You need a partner who understands your unique "why" and wants to help you bring your purpose to life. A new and better chapter starts here.

Business:
"You want your business to thrive. We want that for you too."
"Mom and pop to bigger shop."
"You've built your business your way. You deserve a bank that can help you move forward on your terms, so you can succeed your way too."

Brand Voice

Sentence and Paragraph Style

- **Use one space** between the end of one sentence and the start of another.

- **In a simple list of more than two items**, the comma (often called the Oxford comma) doesn't have to be included between the last two. E.g., Wednesday, Thursday and Friday. However, put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction. E.g., Let's take a look at your charges, fees, and debits and credits.

- **With conjunctions**, when a conjunction such as and, but or for links two clauses that could stand alone as separate sentences, use a comma before the conjunction in most cases. E.g., We were glad to have helped you today, and we appreciate your business.

- **In general, numbers one through nine are spelled out.** Use figures for 10 or above, and whenever preceding a unit of measure or referring to ages of people, events or things. Also, use figures in all tabular matter, and in statistical and sequential forms.

- **In general, confine capitalization to formal titles** used directly before an individual's name. E.g., City President Dan Comer will address the team. Lowercase and spell out titles in constructions that set them off from a name by commas. E.g., The city president, Dan Comer, spoke last week. Lowercase and spell out titles when they are not used with an individual's name. E.g., The president spoke to the team. The board of directors met on Saturday.

- **In general, we abbreviate internal titles,** whether they are used before the name of the individual—or after. For example:

"Centreville Bank is proud to support Rhode Island FC as an Anchor Partner," said Harold M. Horvat, Centreville Bank president, CEO and chairman of the board."

In this example above, we abbreviate chief executive officer to CEO.

Other common internal abbreviations:
- Senior vice president (SVP)
- Executive vice president (EVP)
- Vice president (VP)
- Assistant vice president (AVP)

Brand Voice

How to treat the tagline when referenced in copy

To maintain brand consistency, it's important our tagline be used in a consistent manner. While we have established rules for how the tagline is to be applied to the logo (which can be found on page 13), we have separate rules for how the tagline is to be used in body copy and headlines for articles, press releases, and promotional pieces.

In body copy:
- Within a line of text, the tagline *progress on purpose* will be italicized and written in lower case. (e.g., Our tagline *progress on purpose* is core to our brand's messaging.)
- If a sentence begins with the tagline, capitalize the P in progress and italicize the tagline (e.g., *Progress on purpose* is our tagline.)
- In a promotional setting, such as print ad: if a paragraph **begins** or **ends** with the tagline, the tagline can be written in title case—the P's capitalized and the o (in the word "on") lowercase. Also, the tagline can be adjusted to stand out using a different font, color, font weight and/or italicization as seen in the example below.
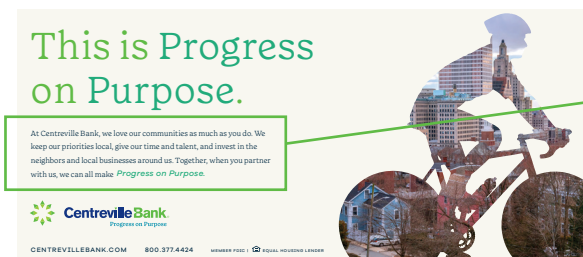
At Centreville Bank, we love our communities as much as you do. We keep our priorities local, give our time and talent, and invest in the neighbors and local businesses around us. Together, when you partner with us, we can all make *Progress on Purpose.*

In headlines:
- Progress on Purpose will be written in title case. It does not necessarily need to be italicized since it's part of the headline.
- In some headlines, the tagline may be written in all caps. PROGRESS ON PURPOSE. This would not be italicized. Use of all caps can only be used with the express consent of the marketing department.

Visual Style

A consistent visual style is a key component in maintaining the integrity of the Centreville Bank brand. Our visual style is bright, clean and authentic. Photography should be bright, properly focused and have some emotion. Avoid photos that feature stale, unemotional overly "stock photography" people and situations (see examples). When appropriate, photos should have a candid feeling and an authentic emotive quality. Imagery should also feel local. Avoid photos with subject matter that wouldn't naturally be found in the markets we serve. If you have questions about an image, please refer to the Centreville Bank marketing team for approval before using.

Visual Style

Internally Focused Communication

Brand Book
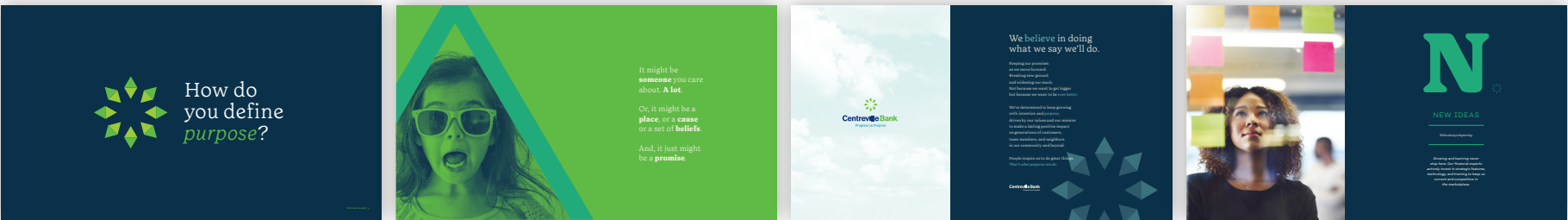
Internal Posters

*Illustration shown above is not to scale.

Centreville Bank

BRAND GUIDELINES

Externally Focused Communication

External Promotion

Community Ads

Ensuring that our neighbors have the **food** they need to thrive.

Enriching young people's lives through **reading**.

Retail Deposits Campaign

What does it look like when your bank account has purpose?
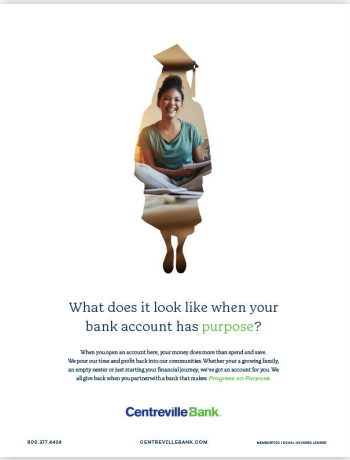
*Illustration shown above is not to scale.

Visual Style

Badging

The badging graphic elements shall not be positioned or configured in any other manner than shown on this page. These can be used in any brand color to match the environment it is found within. It is also acceptable for these to be used in different percentages of transparency to contribute to them being more subtle.

Progress on Purpose since 1828

THIS WATERMARK BADGE SHOULD ONLY EVER EXIST ON OUR "EXPANSE BLUE" BRAND COLOR.

These graphic elements can be supplied by your marketing department.

Visual Style

Badging: Acceptable Use

Here is an example of a brand badge applied appropriately.

OUR HISTORY

Just 38 years after Rhode Island became a state, Centreville Bank, originally known as the Bank of Centreville, was founded in West Warwick by local business, civic leader, and textile manufacturer John Greene and surgeon Sylvester Knight.

Through the years, we've stayed future-focused, incorporating broader banking services while merging with other local financial institutions to provide the most innovative solutions available.

In 1928, we celebrated our centennial with the opening of a new headquarters at 1218 Main Street, where we still stand today.

We've expanded our footprint in Rhode Island and in Eastern Connecticut to provide our style of banking to more customers. As we continue to grow, we stay true to the promise this bank was built on—to make our customers' purpose our priority, doing whatever it takes to help you make progress toward your goals.

OUR COMMITMENT TO COMMUNITY

The Centreville Bank Charitable Foundation was established as a nonprofit, charitable organization in 2008 by Centreville Bank's Board of Trustees to further the philanthropic mission of the Bank. The Foundation strives to support local community-based organizations tackling the most significant challenges and helping to meet the needs of underserved populations throughout eastern Connecticut and Rhode Island. Grants are considered on a quarterly basis focusing on the following priority areas: education, economic security, and capacity building. Since its inception, the Foundation has invested over $8 million in local organizations.

We believe that business success is directly linked to strong corporate citizenship and our employees are an integral part of the contributions we make towards the economic health and vibrancy of the communities that we serve. Therefore, our employees are empowered to give back through community service and giving in a variety of ways. As a collective force in the community, each year our employees perform over 3,000 hours of community service.

These graphic elements can be supplied by your marketing department.

Visual Style

Badging: Unacceptable Use

It is important to not adjust the positioning of any of the elements of the badges as well as not replace any of the text.

These graphic elements can be supplied by your marketing department.

Centreville Bank

BRAND GUIDELINES

Visual Style

Monotone and Tone-on-tone art

When using the monotone and tone-on-tone art method with promotions, please stick to the color combinations below, unless specifically authorized by the marketing department.

Tone-on-tone

Monotone

These graphic elements can be supplied by your marketing department.

Visual Style

Acceptable Photography

Visual Style

Unacceptable Photography

(Too staged and conceptual)

(Too staged and too much idealism)

(Too conceptual and impersonal)

(Too impersonal)

(Too staged no emotion)

(Too dated, no emotion, too many focal points)

Centreville Bank

BRAND GUIDELINES

Centreville Bank

BRAND GUIDELINES

Signatures, Web Address, Telephone/Fax Numbers

Format telephone numbers, fax numbers, Web addresses and email addresses using the sample email signature shown here as a guide for all forms of communication that apply (from external marketing to internal communication).

Name and URL should appear in Arial Bold, 12 pt. PMS 2183 (RGB formula: R=0 G=147 B=176). The rest of the signature should appear in Arial Regular, 9 pt. Black (RGB formula: R=35 G=31 B=32). The official color palette can also be found on page 14. Refer to Outlook Directions for guidance when assigning text color.*

All email correspondence must be on a white background only. The body of the email should be composed using Arial, 11 pt. size in standard black.

SIGNATURE FORMAT TO BE USED BY ALL ASSOCIATES
Font used for digital signature: Arial, varying colors, weights and sizes

KRISTIN WILLETT (bold weight / 12pt size / R=0 G=147 B=176)
Learning & Development Manager (regular weight / 10pt size / R=35 G=31 B=32)

1 line space

1218 Main Street
West Warwick, RI 02893
Phone: 401.827.5178
Fax: 401.827.5178
Cell: 401.827.5178
NMLS# 402947

Centreville Bank
Progress on Purpose

CentrevilleBank.com (bold weight / 11pt size / R=0 G=147 B=176)

NOTE: Room below the signature can be reserved for promotional graphics

EMAIL REPLY SIGNATURE (SHORTER VERSION)
Font used for digital signature: Arial, varying colors, weights and sizes

Rachel Barrett (bold weight / 12pt size / R=0 G=147 B=176)
SVP, Chief Credit Officer (regular weight / 8pt size / R=35 G=31 B=32)
Phone: 401.827.5178
NMLS# 402947 (if applicable)

* Outlook Directions: To create a custom color in Outlook, highlight the text that you want to modify and click on the text color button in the menu. When that menu opens, click on "More Colors..." at the bottom. This will open a new window. Click on the "Custom" tab and select "RGB" as your color model. Type in the coordinating colors and press OK once finished.
*Examples shown above are not to scale.

Compliance: Mandatory Compliance Logos

MEMBER FDIC

Note: The Member FDIC logo can be used as "type only" in printed or online materials in either of the configurations shown here. It is preferable, for continuity, the type be in Galano Grotesque Alt Medium. This is to be used on materials containing only bank information.

Design Tip: The use of these mandatory elements, in most cases, would be to align along the bottom in an appropriate size not to compete with the logo or other selling information.

EQUAL HOUSING LENDER

We recommend using the Equal Housing Lender notification as shown above.

Note: EPS files are vector graphics and can be resized—larger or smaller—without image degradation. If the native software is available, the logo can be screened back—no more than 50%—as demonstrated here. This is to be used on materials containing only bank information.

Design Tip: The use of these mandatory elements, in most cases, would be to align along the bottom in an appropriate size not to compete with the logo or other selling information.

CENTREVILLEBANK.COM

Note: The Centreville Bank URL should be included in all printed and online promotions. It should be set in Galano Grotesque Alt Medium. The "www" will not be included, and the URL is either all caps or title case as shown. This rule does not apply to email addresses or when the URL is used within a sentence.

Here is an example of a vanity URL

CENTREVILLEBANK.COM/PURPOSE

Design Tip: The use of these mandatory elements, in most cases, would be to align along the bottom in an appropriate size not to compete with the logo or other selling information.

BRAND GUIDELINES

Correspondence

Included here are general guidelines for formatting letters. Certain departments may include other standard elements that are not shown here. Please prepare your communications based on this presentation but adjust accordingly as needed.

When producing a letter for Centreville Bank, formatting should be as follows.

LETTERHEAD

In Microsoft Word:
Arial 10.5pt., single line spacing,
0pt. before and after spacing,
align text left

*Illustration shown is not to scale.

Begin letter 2.25" from the top

1 line space
2 line spaces
1 line space
1" left margin

1" right margin
1 line space

2 line spaces

3 line spaces

1.3" bottom margin

Mr. Tim Pannell
Financial Marketing Solutions
230 Franklin Road, Suite 806
Franklin, TN 37064

December 12, 2019

Dear Mr. Pannell,

Lectur sin et ad quas ex et moluptat lant. Tatur aliquia cone vel ipsant provita de con ratem nonsed quo tempos am dolor aut quo temquia dolupidit ut inus de vel molore vent.

Henti con et ut et magnam, odipsae officto repelenda as quis con porum atias sitem rem. Dunt volluptur ad ut quaes nost volorum rest pa vendererum, vellenistrum explibus repel elenimo lorest, optatus maximaio. It litatium fugia voluptatem re peribus molectur, cum, officabo. Itasperovit aut quam, con nam aut volorernatem facea parunt faceri doloriamus, que que nemped ma alique por sequam audi doloriassi siminverum eaquaepudic tem dolori quiam, sanderferum laccum inctibus, cones etumquodis destorr umquatur, nimus, conserspe pos quo expeliatius debis et volo ex eum volupic tempe vel mo illente nia ea nus res aped ut int doluptiistia expedis nitaquam quo experum versped ut quasimi nvelibuscil ipienis molupta inci beatiorro modio quas eosti occaboreiur, volupta sitasped que voluptaes de es min pro est modi dolorererro expelectur? Quisquo qu.

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Poreic tenissi tincium faciae mi, qui beaqui solorrovid que nonsecumquat ma id excero enist, cus quiam, sim experum aut rest inciendunt omnihiciet et dolupta tiisque natem re ium re, sequam, optas dita dolupturia si tet adipiendebis ipsandel imincitatur sed minihiciure cuptaquid et pa am dolorerferum velestionsed quis adi occustios nist, abor adiorem as alicident intem consed endis excest que nim fugia quam dolorumquam est, aborisqui ilit ipsanis ex ea doloreius apitem solecae perro omnimod icides et qui sum renihictur, si soloribus, tes magnam quaeped es dit reheniet fugitiae.

Sincerely,

1218 Main Street
West Warwick, RI 02893 | 800.377.4424

CentrevilleBank.com

Member FDIC
Equal Housing Lender

Production Specs

Image Standards for Internet
All images used on the internet should be 72 dpi jpeg, png or gif images optimized for Internet use unless the developer specifies otherwise.

Image Standards for offset printing:
CMYK and Grayscale
300 dpi images at 100%

Image Standards for digital printing:
CMYK and Grayscale
300 dpi images at 100%

Image Standards for web press printing:
CMYK and Grayscale
300 dpi images at 100%